



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

Great American Media
Attention: Accounts Payable
1010 Wisconsin Avenue N W
Suite 800
Washington, DC 20007

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
952964-1	09/30/12	September 2012	08/27/12 - 09/24/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Democratic Congressional	DCCC	1472

Flight Dates	Order #	Alt Order #
09/19/12 - 09/24/12	952964	06321727

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
8091	11	14

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	09/19/12	09/24/12	THE CHEW	1P-2P	M-WTF--	:30	5	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	M-WTF--	5	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	09/19/12	1:30 PM	THE CHEW	1P-2P	:30	D3C12-FL18-T01H	\$300.00 NM
1	WPBF	Th	09/20/12	12:58 PM	THE CHEW	1P-2P	:30	D3C12-FL18-T01H	\$300.00 NM
3	WPBF	Th	09/20/12	1:30 PM	THE CHEW	1P-2P	:30	D3C12-FL18-T01H	\$300.00 NM
5	WPBF	F	09/21/12	1:31 PM	THE CHEW	1P-2P	:30	D3C12-FL18-T01H	\$300.00 NM
6	WPBF	M	09/24/12	1:00 PM	THE CHEW	1P-2P	:30	D3C12-FL18-T01H	\$300.00 NM
2	09/19/12	09/24/12	10-11a Anderson Cooper 10-11a	10-11a	M-WTF--	:30	4	\$325.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	M-WTF--	4	\$325.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WPBF	W	09/19/12	10:40 AM	10-11a Anderson Cooper	10-11a	:30	D3C12-FL18-T01H	\$325.00 NM
3	WPBF	Th	09/20/12	10:35 AM	10-11a Anderson Cooper	10-11a	:30	D3C12-FL18-T01H	\$325.00 NM
2	WPBF	F	09/21/12	10:56 AM	10-11a Anderson Cooper	10-11a	:30	D3C12-FL18-T01H	\$325.00 NM
1	WPBF	M	09/24/12	10:33 AM	10-11a Anderson Cooper	10-11a	:30	D3C12-FL18-T01H	\$325.00 NM
3	09/19/12	09/24/12	Nightline	11:35-12:05AM	M-WTF--	:30	3	\$700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	M-WTF--	3	\$700.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	09/19/12	11:52 PM	Nightline	11:35-12:05AM	:30	D3C12-FL18-T01H	\$700.00 NM
2	WPBF	Th	09/20/12	11:55 PM	Nightline	11:35-12:05AM	:30	D3C12-FL18-T01H	\$700.00 NM
3	WPBF	F	09/21/12	11:54 PM	Nightline	11:35-12:05AM	:30	D3C12-FL18-T01H	\$700.00 NM
4	09/19/12	09/24/12	The View	11A-12PM	M-WTF--	:30	2	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	M-WTF--	2	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Th	09/20/12	10:59 AM	The View	11A-12PM	:30	D3C12-FL18-T01H	\$1,000.00 NM
1	WPBF	F	09/21/12	11:33 AM	The View	11A-12PM	:30	D3C12-FL18-T01H	\$1,000.00 NM
5	09/19/12	09/24/12	WPBF News 25 @ Noon	12pm-1230pm	M-WTF--	:30	3	\$400.00	NM



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Advertiser	Product	Estimate Number	
Democratic Congressional	DCCC	1472	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	M-WTF--	3	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	W	09/19/12	12:29 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	D3C12-FL18-T01H	\$400.00 NM
2	WPBF	F	09/21/12	12:24 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	D3C12-FL18-T01H	\$400.00 NM
1	WPBF	M	09/24/12	12:10 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	D3C12-FL18-T01H	\$400.00 NM
6	09/19/12	09/24/12	Dr. Oz	4-5p	M-WTF--	:30	3	\$650.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	M-WTF--	3	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Th	09/20/12	4:39 PM	Dr. Oz	4-5p	:30	D3C12-FL18-T01H	\$650.00 NM
1	WPBF	F	09/21/12	4:37 PM	Dr. Oz	4-5p	:30	D3C12-FL18-T01H	\$650.00 NM
3	WPBF	M	09/24/12	4:20 PM	Dr. Oz	4-5p	:30	D3C12-FL18-T01H	\$650.00 NM
7	09/19/12	09/24/12	4:30a-5a	430a-5a	M-WTF--	:30	5	\$50.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	M-WTF--	5	\$50.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	W	09/19/12	4:39 AM	4:30a-5a	430a-5a	:30	D3C12-FL18-T01H	\$50.00 NM
2	WPBF	Th	09/20/12	4:38 AM	4:30a-5a	430a-5a	:30	D3C12-FL18-T01H	\$50.00 NM
4	WPBF	Th	09/20/12	4:56 AM	4:30a-5a	430a-5a	:30	D3C12-FL18-T01H	\$50.00 NM
5	WPBF	F	09/21/12	4:41 AM	4:30a-5a	430a-5a	:30	D3C12-FL18-T01H	\$50.00 NM
1	WPBF	M	09/24/12	4:56 AM	4:30a-5a	430a-5a	:30	D3C12-FL18-T01H	\$50.00 NM
8	09/19/12	09/24/12	WPBF News 25 @ 5am	5-530am	M-WTF--	:30	4	\$200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	M-WTF--	4	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	09/19/12	5:08 AM	WPBF News 25 @ 5am	5-530am	:30	D3C12-FL18-T01H	\$200.00 NM
3	WPBF	Th	09/20/12	5:13 AM	WPBF News 25 @ 5am	5-530am	:30	D3C12-FL18-T01H	\$200.00 NM
4	WPBF	F	09/21/12	5:09 AM	WPBF News 25 @ 5am	5-530am	:30	D3C12-FL18-T01H	\$200.00 NM
2	WPBF	M	09/24/12	5:13 AM	WPBF News 25 @ 5am	5-530am	:30	D3C12-FL18-T01H	\$200.00 NM
9	09/19/12	09/24/12	M-F 5pm News	5-6pm	M-WTF--	:30	4	\$650.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	M-WTF--	4	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	09/19/12	5:53 PM	M-F 5pm News	5-6pm	:30	D3C12-FL18-T01H	\$650.00 NM
3	WPBF	Th	09/20/12	5:12 PM	M-F 5pm News	5-6pm	:30	D3C12-FL18-T01H	\$650.00 NM
2	WPBF	F	09/21/12	5:53 PM	M-F 5pm News	5-6pm	:30	D3C12-FL18-T01H	\$650.00 NM
4	WPBF	M	09/24/12	5:12 PM	M-F 5pm News	5-6pm	:30	D3C12-FL18-T01H	\$650.00 NM
10	09/19/12	09/24/12	WPBF News 25 Mornings	5:30-5:57am	M-WTF--	:30	4	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	M-WTF--	4	\$275.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	09/19/12	5:45 AM	WPBF News 25 Mornings @ 5:30(5:30-5:57am	5:30-5:57am	:30	D3C12-FL18-T01H	\$275.00 NM
2	WPBF	Th	09/20/12	5:56 AM	WPBF News 25 Mornings @ 5:30(5:30-5:57am	5:30-5:57am	:30	D3C12-FL18-T01H	\$275.00 NM
3	WPBF	F	09/21/12	5:45 AM	WPBF News 25 Mornings @ 5:30(5:30-5:57am	5:30-5:57am	:30	D3C12-FL18-T01H	\$275.00 NM
4	WPBF	M	09/24/12	5:38 AM	WPBF News 25 Mornings @ 5:30(5:30-5:57am	5:30-5:57am	:30	D3C12-FL18-T01H	\$275.00 NM



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952964-1	09/30/12	September 2012	08/27/12 - 09/24/12
Advertiser	Product	Estimate Number	
Democratic Congressional	DCCC	1472	

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	09/19/12	09/24/12	WPBF News 25 @ 6:00P	6-6:30PM	M-WTF--	:30	3	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	M-WTF--	3	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	W	09/19/12	6:20 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	D3C12-FL18-T01H	\$1,000.00 NM
1	WPBF	Th	09/20/12	6:13 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	D3C12-FL18-T01H	\$1,000.00 NM
2	WPBF	F	09/21/12	6:21 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	D3C12-FL18-T01H	\$1,000.00 NM
12	09/19/12	09/24/12	WPBF News 25 Mornings	6-7AM	M-WTF--	:30	3	\$500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	M-WTF--	3	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	W	09/19/12	6:40 AM	WPBF News 25 Mornings	6-7AM	:30	D3C12-FL18-T01H	\$500.00 NM
1	WPBF	Th	09/20/12	6:24 AM	WPBF News 25 Mornings	6-7AM	:30	D3C12-FL18-T01H	\$500.00 NM
2	WPBF	F	09/21/12	6:10 AM	WPBF News 25 Mornings	6-7AM	:30	D3C12-FL18-T01H	\$500.00 NM
13	09/19/12	09/24/12	Wheel Of Fortune	7-7:30PM	M-WTF--	:30	4	\$2,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	M-WTF--	4	\$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	09/19/12	7:18 PM	Wheel Of Fortune	7-7:30PM	:30	D3C12-FL18-T01H	\$2,000.00 NM
2	WPBF	Th	09/20/12	7:12 PM	Wheel Of Fortune	7-7:30PM	:30	D3C12-FL18-T01H	\$2,000.00 NM
3	WPBF	F	09/21/12	7:06 PM	Wheel Of Fortune	7-7:30PM	:30	D3C12-FL18-T01H	\$2,000.00 NM
4	WPBF	M	09/24/12	7:08 PM	Wheel Of Fortune	7-7:30PM	:30	D3C12-FL18-T01H	\$2,000.00 NM
14	09/19/12	09/24/12	Good Morning America	7-9AM	M-WTF--	:30	4	\$650.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	M-WTF--	4	\$650.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	W	09/19/12	8:29 AM	Good Morning America	7-9AM	:30	D3C12-FL18-T01H	\$650.00 NM
3	WPBF	Th	09/20/12	7:25 AM	Good Morning America	7-9AM	:30	D3C12-FL18-T01H	\$650.00 NM
4	WPBF	F	09/21/12	8:55 AM	Good Morning America	7-9AM	:30	D3C12-FL18-T01H	\$650.00 NM
1	WPBF	M	09/24/12	8:47 AM	Good Morning America	7-9AM	:30	D3C12-FL18-T01H	\$650.00 NM
15	09/19/12	09/24/12	Jeopardy	7:30-8PM	M-WTF--	:30	4	\$2,100.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	M-WTF--	4	\$2,100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WPBF	W	09/19/12	7:43 PM	Jeopardy	7:30-8PM	:30	D3C12-FL18-T01H	\$2,100.00 NM
2	WPBF	Th	09/20/12	7:42 PM	Jeopardy	7:30-8PM	:30	D3C12-FL18-T01H	\$2,100.00 NM
3	WPBF	F	09/21/12	7:53 PM	Jeopardy	7:30-8PM	:30	D3C12-FL18-T01H	\$2,100.00 NM
1	WPBF	M	09/24/12	7:36 PM	Jeopardy	7:30-8PM	:30	D3C12-FL18-T01H	\$2,100.00 NM
16	09/21/12	09/21/12	20/20	10-11PM	----1--	:30	1	\$2,800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	----1--	1	\$2,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	09/21/12	10:44 PM	20/20	10-11PM	:30	D3C12-FL18-T01H	\$2,800.00 NM
17	09/21/12	09/21/12	SHARK TANK	8-9PM	----1--	:30	1	\$1,800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	----1--	1	\$1,800.00				

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

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Advertiser	Product	Estimate Number
Democratic Congressional	DCCC	1472

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
17	09/21/12	09/21/12	SHARK TANK	8-9PM	----1--	:30	1	\$1,800.00	NM
Class of Time - Fixed Non Pre-emptible									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	09/21/12	8:45 PM	SHARK TANK	8-9PM	:30	D3C12-FL18-T01H	\$1,800.00 NM
18	09/24/12	09/24/12	DWTS: ALL STARS PRE/8-10P 9/24		1-----	:30	1	\$6,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	1-----	1	\$6,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	09/24/12	8:46 PM	DWTS: ALL STARS PREMIERE	8-10P 9/24	:30	D3C12-FL18-T01H	\$6,000.00 NM
19	09/22/12	09/22/12	Florida State College Foo	8-1130P	-----1-	:30	1	\$3,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	-----1-	1	\$3,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	09/22/12	11:01 PM	Florida State College Football	8-1130P	:30	D3C12-FL18-T01H	\$3,500.00 NM
20	09/22/12	09/22/12	Sat 5-6am News	Sat 5-6am	-----1-	:30	1	\$100.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	-----1-	1	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	09/22/12	5:08 AM	Sat 5-6am News	Sat 5-6am	:30	D3C12-FL18-T01H	\$100.00 NM
21	09/22/12	09/22/12	Sat 6-7am News	Sat 6-7am	-----1-	:30	1	\$200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	-----1-	1	\$200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	09/22/12	6:58 AM	Sat 6-7am News	Sat 6-7am	:30	D3C12-FL18-T01H	\$200.00 NM
22	09/22/12	09/22/12	Sat 7pm News	7-730pm	-----1-	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	-----1-	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	09/22/12	7:29 PM	Sat 7pm News	7-730pm	:30	D3C12-FL18-T01H	\$600.00 NM
23	09/22/12	09/22/12	GMA Saturday 7-8am	Sat 7am-8am	-----1-	:30	1	\$500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	-----1-	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	09/22/12	7:47 AM	GMA Saturday 7-8am	Sat 7am-8am	:30	D3C12-FL18-T01H	\$500.00 NM
24	09/22/12	09/22/12	Sat Jeopardy	Sat 7:30-8PM	-----1-	:30	1	\$750.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	-----1-	1	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	09/22/12	7:52 PM	Sat Jeopardy	Sat 7:30-8PM	:30	D3C12-FL18-T01H	\$750.00 NM
25	09/22/12	09/22/12	Sat 8-9am News	Sat 8-9am	-----1-	:30	1	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	-----1-	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Sa	09/22/12	8:28 AM	Sat 8-9am News	Sat 8-9am	:30	D3C12-FL18-T01H	\$400.00 NM



Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
952964-1	09/30/12	September 2012	08/27/12 - 09/24/12

Advertiser	Product	Estimate Number
Democratic Congressional	DCCC	1472

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
26	09/23/12	09/23/12	Sun 5-6am News Class of Time - Fixed Non Pre-emptible	Sun 5-6am	-----1	:30	1	\$100.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-----1	1	\$100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	09/23/12	5:41 AM	Sun 5-6am News	Sun 5-6am	:30	D3C12-FL18-T01H	\$100.00 NM
27	09/23/12	09/23/12	Sun 6-7am News Class of Time - Pre-emptible with notice	Sun 6-7am	-----1	:30	1	\$175.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-----1	1	\$175.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	09/23/12	6:08 AM	Sun 6-7am News	Sun 6-7am	:30	D3C12-FL18-T01H	\$175.00 NM
28	09/23/12	09/23/12	Sun 630pm News Class of Time - Pre-emptible with notice	630-7pm	-----1	:30	1	\$600.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-----1	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	09/23/12	6:52 PM	Sun 630pm News	630-7pm	:30	D3C12-FL18-T01H	\$600.00 NM
29	09/23/12	09/23/12	GMA Sunday 7-8am Class of Time - Fixed Non Pre-emptible	Sun 7-8am	-----1	:30	1	\$450.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-----1	1	\$450.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	09/23/12	7:40 AM	GMA Sunday 7-8am	Sun 7-8am	:30	D3C12-FL18-T01H	\$450.00 NM
30	09/23/12	09/23/12	EMMY RED CARPET SP658-8p Class of Time - Pre-emptible with notice		-----1	:30	1	\$4,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-----1	1	\$4,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	09/23/12	7:36 PM	EMMY RED CARPET SPECIAL 658-8p		:30	D3C12-FL18-T01H	\$4,000.00 NM
31	09/23/12	09/23/12	Sun 8-9am News Class of Time - Pre-emptible with notice	Sun 8-9am	-----1	:30	1	\$400.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-----1	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Su	09/23/12	8:08 AM	Sun 8-9am News	Sun 8-9am	:30	D3C12-FL18-T01H	\$400.00 NM
32	09/20/12	09/20/12	SCANDAL Class of Time - Pre-emptible with notice	10-11PM	---1---	:30	1	\$2,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	---1---	1	\$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	09/20/12	10:40 PM	SCANDAL	10-11PM	:30	D3C12-FL18-T01H	\$2,000.00 NM
33	09/20/12	09/20/12	GREY'S ANATOMY Class of Time - Pre-emptible with notice	9-10PM	---1---	:30	1	\$2,800.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	---1---	1	\$2,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	09/20/12	9:39 PM	GREY'S ANATOMY	9-10PM	:30	D3C12-FL18-T01H	\$2,800.00 NM
34	09/19/12	09/24/12	M-SUN WPBF News 25 @11-11:35PM Class of Time - Fixed Non Pre-emptible		M-WTF-S	:30	4	\$1,100.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/18/12	09/24/12	M-WTF-S	4	\$1,100.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

INVOICE

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
952964-1	09/30/12	September 2012	08/27/12 - 09/24/12

Advertiser	Product	Estimate Number
Democratic Congressional	DCCC	1472

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
34	09/19/12	09/24/12	M-SUN WPBF News 25 @ 11-11:35PM		M-WTF-S	:30	4	\$1,100.00	NM
Class of Time - Fixed Non Pre-emptible									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
4	WPBF	W	09/19/12	11:29 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	D3C12-FL18-T01H	\$1,100.00 NM
2	WPBF	F	09/21/12	11:28 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	D3C12-FL18-T01H	\$1,100.00 NM
1	WPBF	Su	09/23/12	11:23 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	D3C12-FL18-T01H	\$1,100.00 NM
3	WPBF	M	09/24/12	11:26 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	D3C12-FL18-T01H	\$1,100.00 NM
35	09/19/12	09/19/12	MOD FAM/HAPPY ENDS9-10PM		--1----	:30	1	\$2,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	--1----	1	\$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	09/19/12	9:46 PM	MOD FAM/HAPPY ENDS	9-10PM	:30	D3C12-FL18-T01H	\$2,000.00 NM
Total Spots							78		

Payment Terms 30 Days

<u>Gross Total</u>	\$71,875.00
<u>Agency Commission</u>	\$10,781.25
<u>Net Amount Due</u>	\$61,093.75